





REGULATIONS

Contest

The Food is Culture* project aims to make European citizens aware that **food heritage** is a way to express their **belonging to Europe** and to better understand the **richness** and **uniqueness** of Europe's **cultural diversity.** Attention needs to be paid to safeguarding and promoting our shared food heritage. **Slow Food** has been working on this theme for years, by cataloguing the disappearing local food heritage of Europe and of the entire world in the Ark of Taste.

The project's main activities include a **multimedia art installation** dedicated to Europe's food heritage which will travel to various museums around Europe, a **call to action** aimed at **chefs** and **school pupils**, the creation of a **living library with migrant stories** and a **call to national and EU institutions** to highlight the importance of making the defense of Europe's gastronomic cultural heritage a policy priority.

In two European countries (Italy and Sweden), chefs will be asked to help safeguard and promote gastronomic cultural heritage by coming up with a recipe inspired by the European Year of Cultural Heritage and Slow Food's biodiversity-protection work, using traditional foods and giving priority to local products in order to tell the stories of small-scale food producers and raise their profile.

How to participate - Sweden

The contest for chefs will be launched in April 2019.

Chefs who wish to participate must send their details to anders@levandeost.com filling in the specific registration form before May 31, 2019.

Each participating chef must then submit a recipe that uses all of the following:

- Brown been from Öland (Slow Food's Ark of Taste product)
- Jämtland Cellar-Matured Goat Cheese (product certified by Eldrimmer)
- a migrant product (a food that has become local but was not traditionally from that area), chosen between: a spice, coffee and olives.

The first 20 participating cooks will receive a kit containing the first two products and can choose the third.

Each participant must submit:

- -at least one photo, in high resolution, of the prepared dish
- -a photo, in high resolution, of the chef with the dish
- -the recipe (including ingredients and a description of the procedure)

The photos and recipe must be sent no later than June 30, 2019 to anders@levandeost.com.

How to participate – Italy

The contest for chefs will be launched in April 2019.











Chefs who wish to participate must send their details to <u>t.gazzera@slowfood.it</u> filling in the specific registration form before May 31, 2019.

Each participating chef must then submit a recipe that uses all of the following:

- an Ark of Taste product
- a Slow Food Presidium product
- a migrant product (a food that has become local but was not traditionally from that area).

Participating chefs can choose the products themselves and source them from their local area. At the end of the contest, all chefs will receive a gift to thank them for their participation.

Each participant must submit:

- -at least one photo, in high resolution, of the prepared dish
- -a photo, in high resolution, of the chef with the dish
- -the recipe (including ingredients and a description of the procedure)

The photos and recipe must be sent no later than June 30, 2019 to t.gazzera@slowfood.it.

Evaluation criteria

Adherence to participation criteria	1 to 10 points
Originality of the recipe	1 to 10 points
Inclusion on the restaurant menu in order to raise awareness among diners about biodiversity and sustainability	1 to 5 points
Use of local and seasonal ingredients	1 to 10 points
Esthetics of the dish	1 to 5 points
What the dish says about the local area	1 to 5 points

Selection and prizes

Between the start of July 2019 and September 15, 2019 a jury will assign a score to all the recipes received and will name three winners.

The first prize winner will be invited to attend an event dedicated to chefs in Krakow.

The recipes of all three winners will be included in the multimedia installation.

All participants will be given visibility within the contest's communications and the multimedia installation.

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